

# Policy Approaches to Combat Tobacco Price Discounting

Three key policies to restrict tobacco industry tactics:

1

Prohibit redemption of tobacco product coupons and other discounts



Example: Tobacco retailers cannot accept a \$1 off coupon on a mobile phone app

2

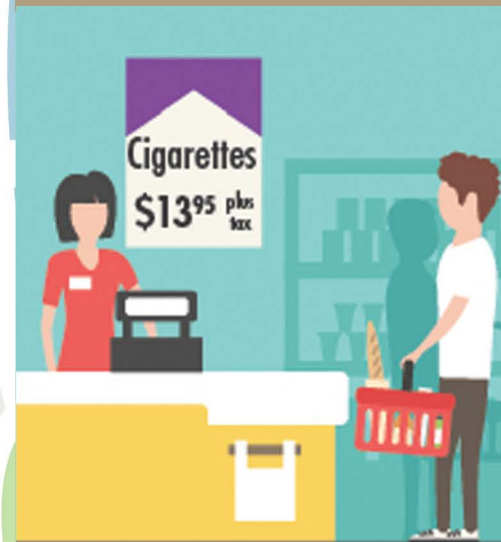
Require a minimum pack size for tobacco products



Example: Tobacco retailers cannot sell cigarillos in a pack size less than 20

3

Require a minimum pack price for tobacco products



Example: Tobacco retailers cannot sell a pack of cigarettes for less than \$13

## How Does Raising the Price of Tobacco Products Improve Public Health?

- Eliminating price discounting can substantially reduce smoking and tobacco-related deaths and disease<sup>1</sup>
- Regulating minimum pack size can reduce youth and adult tobacco consumption and decrease initiation<sup>2</sup>
- Adopting strong minimum pack price laws can reduce accessibility of tobacco products among youth<sup>3</sup>

## References:

<sup>1</sup> Marynak KL, Xu X, Wang X, Holmes CB, Tynan MA, Terry Pechacek. Estimating the Impact of Raising Prices and Eliminating Discounts on Cigarette Smoking Prevalence in the United States. *Public Health Reports*. 2016.

<sup>2</sup> Tobacco Control Legal Consortium Regulating Tobacco Products Based on Pack Size, February 2012.

<sup>3</sup> Chapman S, Freeman B. Regulating the tobacco retail environment: beyond reducing sales to minors. *Tobacco Control*. 2009; 18(6):496-501.

